Rosewood
Publications, Inc.

Stephen H. Rosenholtz, Ph.D.
Publisher

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Press Pack
November 28, 1994

Stephen Rosenholtz

Move Like the Animals
&
Monkey Moves

Rosewood Publications, Inc.
2075 Pioneer Court
San Mateo, CA 94403
(415) 343-7288 Fax: (415) 343-3346
(800) 223-7899 (toll free orders)

November 28, 1994
For Immediate Release

Contact: Stephen Rosenholtz
415-343-7288

CHILDREN'S EXERCISE VIDEOS RECEIVE HONORS FROM NATIONAL ORGANIZATIONS

Two new musical exercise videos for children, ***MOVE LIKE THE ANIMALS*** and ***MONKEY MOVES,*** designed to encourage children's imagination and motor development, have received honors from national organizations that review the best in children's entertainment, it was announced today, November 29, 1994, by Stephen Rosenholtz, Ph.D., producer of the videos and president of Rosewood Publications, Inc., based in San Mateo, California.

MOVE LIKE THE ANIMALS is both a Gold Medal Winner in the 1994 National Parenting Publications Awards and an approved title from Parents' Choice. ***MONKEY MOVES*** is an Honors Winner from Parents' Choice. The videos have also been endorsed by **KIDS FIRST!**, a program of the Coalition for Quality Children's videos, which is dedicated to increasing the awareness and accessibility of quality children's videos.

Recommended for ages 3-8, the live-action ***MONKEY MOVES*** and ***MOVE LIKE THE ANIMALS*** are based on the acclaimed movement and learning methods of Moshe Feldenkrais, a pioneer in the field of body awareness. They feature songs and movements, modeled by engaging animal characters with a lively group of children, to encourage important motor development skills, including balance, coordination and stability.

Each video is 25 minutes, retails for $19.95, and is available in bookstores, select video locations or by calling toll free **1-800-223-7899**.

A parent's guide to the best children's books, video, software, music and toys, the National Parenting Publications Awards are presented annually by a consortium of 20 parenting publications with a combined circulation of over one million readers.

Since 1978, Parents' Choice is the only non-profit consumer guide to children's books, toys, video, audio, computer programs, television, magazines and rock 'n' roll.

MOVE LIKE THE ANIMALS and ***MONKEY MOVES*** are also available on audiocassettes with accompanying storybooks for $14.95 each.

*****

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Move Like the Animals and *Monkey Moves*

Catchy songs and amusing lyrics encourage kids to get going and "move like the animals" in these two exercise videos developed by prominent educator Stephen Rosenholtz, Ph. D.

Category:	Children
Ages:	3 - 8
Release date:	June 1994
Retail price:	$19.95 each
ISBN#	Move Like the Animals: 0-9630979-7-0 Monkey Moves: 0-9630979-8-9
Running time:	Approximately 25 minutes each, live action
Availability:	All major distributors, bookstores, music retailers, libraries, or direct from Rosewood Publications, **800-223-7899.**
Press information/ Review copies:	Rosewood Publications, Inc. 2075 Pioneer Court San Mateo, CA 94403 415-343-7288
	Color artwork is available Noncommercial pulbic performance rights included with purchase

Book and audio-cassette packages of the two programs are also available from all major distributors and Rosewood Publications, Inc. for $14.95 each.

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Awards and Recognition....

MONKEY MOVES and ***MOVE LIKE THE ANIMALS***
Endorsed by the Coalition for Quality Children's Videos
Kids First! Collection

MOVE LIKE THE ANIMALS
National Parenting Publications of America Gold Medal Winner
Parents' Choice Approved

MONKEY MOVES
Parents' Choice Honor Winner

MONKEY MOVES and ***MOVE LIKE THE ANIMALS***
Recommended by *American Library Association's Booklist*

MONKEY MOVES and ***MOVE LIKE THE ANIMALS***
Recommended by *Video Librarian*

*****

Rosewood Publications, Inc.
2075 Pioneer Court
San Mateo, CA 94403
(415) 343-7288 Fax: (415) 343-3346
(800) 223-7899 (orders only)

July 6, 1994
For Immediate Release

Contact: Stephen Rosenholtz
415-343-7288

CHILDREN *'MOVE LIKE THE ANIMALS'* AND LEARN *'MONKEY MOVES'* WITH NEW MUSICAL EXERCISE VIDEOS

Walk like a bear! Roll like a baboon! Crawl like an alligator! Two new musical exercise videos designed to encourage children's imagination and motor development, previously available only to the educational market, will be available nationwide in August, it was announced today, July 6, 1994, by Stephen Rosenholtz, Ph.D., producer of the videos and president of Rosewood Publications Inc., based in San Mateo, California.

Recommended for ages 3-8, the live-action ***MONKEY MOVES*** and ***MOVE LIKE THE ANIMALS*** are based on the acclaimed movement and learning methods of Moshe Feldenkrais, a pioneer in the field of body awareness. The videos' exercises link children's inherent interest in their own movements with developing new motor skills. Through the fun of learning to walk like a bear, speak like a gorilla, hop like a frog and more they can enhance their imagination and self-esteem.

Each video is approximately 25 minutes long, retails for $19.95, and will be available in select video retail locations August 3. They can also be ordered by calling toll free **1-800-223-7899**.

MONKEY MOVES and ***MOVE LIKE THE ANIMALS*** feature songs and movements, modeled by engaging animal characters with a lively group of children, to encourage important motor-development skills including balance, coordination, and stability. The sing-along songs feature music performed by internationally-acclaimed jazz artists Paul McCandless, Larry Grenadier and Mark Walker.

"These videos are a lot of fun for kids to do with their families!" says Dr., Rosenholtz. "Children love to imitate animals and here, set to lively songs, they perform simple exercises that develop balance, coordination and other skills. With their natural abilities to act out these movements, kids can even be the leaders and demonstrate to their parents and grandparents how to do the exercises, which helps to increase their self-expression and self-esteem."

Earlier releases by Dr. Rosenholtz include storybooks with audio cassette versions of ***MONKEY MOVES*** and ***MOVE LIKE THE ANIMALS***, which received acclaim from teachers

(more)

and parents around the country. *Yoga Journal* call the programs "lively and imaginative" and *Kind Teacher* recommends them "to foster imagination and motor development in young children."

A former classroom teacher, with a master's degree in education from Harvard University and a doctorate in education from Stanford University, Dr. Rosenholtz also produced the four volume video series for adults: **The Feldenkrais Method®: Basic Lessons in Awareness Through Movement®**. He personally trained under Moshe Feldenkrais, whose method of movement education is internationally acclaimed.

Dr. Rosenholtz lectures widely and maintains a private practice near San Francisco as a practitioner of the Feldenkrais Method®, helping adults and children with movement difficulties. His publications include "Classroom Organization and the Perception of Ability" in *Sociology of Education* (1981). Dr. Rosenholtz also conducts workshops on movement to medical practitioners, parents and educators.

Moshe Feldenkrais, a physicist and educator who taught worldwide throughout his 50-year career, was well-known for his unique teaching methods of how people move and the relationship between movement, intelligence, and learning.

*****

Rosewood Publications, Inc.
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San Mateo, CA 94403
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Learning Objectives of Individual Songs

Move Like The Animals:

The Bear's Song develops four points balance and stability. Moving from all fours to rolling on the back and back again.

The Alligators Rap explores contralateral connections arm and opposite leg while creeping on the stomach.

The Cat's Song includes the developmental sequences of rolling from side to side, rolling to sit up, then crawling.

The Frogs Song is a different four points song using homologous movement, arms together then legs together. Coordination skills to jump and land softly.

Boys and Girls and Animals reviews standing developmental movements: walking on toes, on heels, hopping on both feet, hopping on one foot, and skipping.

Monkey Moves:

Scratch It, the orangutan's song, is a body image song which identifies body parts and links their names of with the action of scratching.

Monkey Walks, the wow wow's song, is a balance activity song explores balance and movement on four points, hands and feet. The wow wow explores diagonal balance of one leg and the opposite arm from the home position of balancing on four points.

The Gorilla's Song teaches how power is generated from the center of the body, in this instance the vocal power of pushing the belly out and and pushing the diagphram down to make the powerful sound of the gorilla.

The Caterpillar's Song explores sequencing of movement from distal through proximal, from feet to the head, and differentiates especially large muscle use of the pelvis and chest.

The Baboon's Rap is a developmental sequence which teaches rolling to the side while holding the foot.

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US ISSN 1045-3393

VIDEO RATING GUIDE

FOR LIBRARIES

WINTER 1995

VOL. 6, NO. 1

★★★★ 6:142

Monkey Moves

Live action. Producer/Director: Stephen Rosenholtz. Rosewood Publications. Copyright 1994. Available from Victory Audio Video Services. 25 min. Color. $19.95, public perf.

ISBN 0-9630979-8-9
613.71 Physical fitness for children | |
Movement education—Juvenile films | |
Exercise—Juvenile films | |
Video recordings for children

AUDIENCE: Pre-Kindergarten to Primary

This educational video provides creative opportunities for children to engage in physical activities that heighten their motor skills. Using musical lyrics that imitate the behavior of animals, children are motivated to adopt the body movements of the creatures. The range of activities span those requiring very little movement expertise to those requiring a series of skilled movement sequences. The physical activities are appropriate for children ages three to eight, and are suitable for a classroom or home setting.

Each physical activity sequence begins with a song delivered by an adult dressed as a monkey or, in one case, as a caterpillar. The songs and movements displayed model the body language of the animal. The audience is shown the correct movements as a diverse group of children perform the activities. Unfortunately, the adults deliver the songs with a variety of accents that sometimes make it difficult to understand the words. In addition, there are several instances where the sound and the mouth movements of the performers are not coordinated properly. Even with these technical problems, the enthusiasm shown by the children and adults in the video make physical activity seem fun and worthwhile.

This video will encourage many couch potato children to get up and start moving in creative ways. Public and school libraries will find it a useful addition to their children's exercise video collection.

—Ellen D. Rappaport

★★★★ 6:143

Move Like the Animals

Live action. Producer: Stephen Rosenholtz. Rosewood Publications. Copyright 1994. Available from Victory Audio Video Services. 25 min. Color. Stereo. $19.95, public perf.

ISBN 0-9630979-7-0
613.71 Physical fitness for children | |
Exercise—Juvenile films | |
Video recordings for children

AUDIENCE: Pre-Kindergarten to Primary

AWARDS: Parents' Choice Honors, 1994

Move Like the Animals combines music and movement to entice young children to exercise. Adults portray various animals and teach children simple songs and ways to move like them. Children are encouraged to imitate the animals and sing along to the catchy tunes. A twist at the end has the children teaching the animals how children move. The final exercise allows for self-expression, letting the children move to the music in any way they like.

The props and costumes are simple but creative and appealing. We never see a real-life representation of the four animals represented (bear, alligator, cat, frog), so children must use their imagination in imitating the animals' movements after seeing the adults model them. The children in the program represent various races and ages. They all appear to enjoy the activities, showing young viewers what fun the exercises can be.

This affordable video can be used by public libraries to satisfy the demand for activities for children. Preschool or elementary libraries could also use it in leading exercise sessions or to expand on the theme of learning about animals.

These exercises are simple enough not to frustrate children. They aren't especially exertive, and the producer responsibly includes a warning to have adult supervision of children and to consult a doctor before beginning any exercise program. Producer Stephen Rosenholtz is a degreed specialist in developmental movement awareness and has another video on this topic for adults and children. This video is sure to "edutain."

—Kathy Kucera

Parents' Choice
Since 1978 The Only Nonprofit Consumer Guide To Children's Books/Toys/Video/Audio/Computer Programs/Television/Magazines/Rock'N'Roll
© Copyright Parents' Choice Foundation, 1994

HONORS

Jay Jay The Jet Plane and His Flying Friends. KidQuest, app. 30 min., $14.95. Ages 2-6. *(800-687-2177)*

Big Red. Fire Dog, app. 28 min., $19.95. Ages 2-8. *(800-815-1234)*

What Do You Want to Be When You Grow Up? Heavy Equipment Operator. Big Kids, app. 28 min., $15.95. Ages 2-6. *(800-477-7811)*

I Can Build!. Can Too!, app. 26 min., $19.95. Ages 2-8. *(P.O. Box 488, Scottsdale, AZ, 85252)*

Shari Lewis Play-Along: Let's Play Games; Get Your Teddy Ready. A&M, app. 30 min. each, $9.98 each. Ages 2-9. *(800-541-9904)*

Building Skyscrapers. David Alpert, app. 40 min., $19.95. Ages 3-up.

There Goes a Truck. A* Vision, app. 35 min., $12.95. Ages 3-8.

Monkey Moves. Rosewood, app. 26 min., $19.95. Ages 3-8. *(800-223-7899)*

Whistle Punks and Sliver Pickers. I Can Do It!, app. 30 min., $18.95. Ages 3-9. *(800-698-3567)*

Really Wild Animals: Deep Sea Dive; Wonders Down Under. National Geographic, app. 40 min. each, $14.99 each. Ages 5-10.

Barry's Scrapbook: A Window into Art. American Library Assoc./ Library Video, app. 40 min., $19.95. Ages 6-10. *(800-441-8273)*

Los Angeles Times

FRIDAY, AUGUST 5, 1994

Videos to Get the Kids Off Couch

FAMILY

By LYNNE HEFFLEY
TIMES STAFF WRITER

Are you the parent of a pint-sized couch-potato-in-training? Or a "Calvin and Hobbes"-type live wire who never sits still? Whatever your offspring's style, here are four highly engaging home videos that can get kids moving in the right direction. Moms and Dads too.

Topping the list are **"Monkey Moves"** and **"Move Like the Animals,"** two playful videos for ages 3 to 8 that are standouts in imagination, simplicity and child-development awareness.

In each, a group of four young children meet up with various animal friends (adults in costume) who show them such fun moves as how to stretch like a cat, jump like a frog, roll like a baboon, walk like a monkey and crawl like a caterpillar. Created by movement specialist Dr. Stephen Rosenholtz, the videos are unglitzy and easy on the ears and the on-camera cast is likable, without any overeager show-biz aggressiveness.

The easy-to-follow exercises, done to original jazz tunes, are nearly irresistible, even for grown-ups, and all the while what seems like play is teaching children the basics of balance, coordination and physical stability.

The charming title and set watercolor illustrations and deceptively simple handcrafted masks by designer Yoshiko Fujita are a subtle plus.

■ *"Monkey Moves" and "Move Like the Animals," Rosewood Publications, $19.95 each. (800) 223-7899. Running time: 25 minutes.*

Booklist

11/1/94

Monkey Moves. Pro. and dir.: Stephen Rosenholtz. Rosewood Publications. 1994. 25min. $19.95 (pp). (0-9630979-8-9). Audiocassette, book, $14.95.
613.71 Exercise || Animal locomotion [BKL]

Move like the Animals. Pro. and dir.: Stephen Rosenholtz. Rosewood Publications. 1994. 25min. $19.95 (pp). (0-9630979-7-0). Audiocassette, book, $14.95.
613.71 Exercise || Animal locomotion [BKL]

PreK–gr. 4. Original songs, accompanied by trombone, percussion, and guitar, provide direction and fun for the movement exercises in these videos. In the first appealing program, adult performers assume roles as monkeys, gibbons, gorillas, caterpillars, and baboons with appropriate masks and simple costumes. Four talented children move over the junglelike set to the catchy tunes while imitating hand and belly scratches, walking on all fours and making climbing motions, doing belly pushes, inching on the floor, and doing rolls and leg exercises. Formatted similarly, the second title has impressive vocals with a chorus chiming in and also shows the way animals behave, such as bears sniffing out good things to eat and cats stretching and taking naps. The alligator's quilted tail is an added attraction that calls attention to the sequence of motions involving one arm, the opposite leg, and the back as the alligator twists and slides. The frog does some nifty leaps followed by the youngsters instructing the animals about the ways bipeds move. With creative music and great lyrics, this exercise video will entertain as it "improves" kids' coordination and balance. See also *Slim Goodbody Presents Step by Step for Kids*, below. —*Nancy McCray*

VIDEO LIBRARIAN
P.O. BOX 2725 • BREMERTON, WASHINGTON 98310 • (206) 377-2231 • FAX: (206) 692-7268
PUBLISHER & EDITOR
Randy Pitman

MOVE LIKE THE ANIMALS ☆☆☆

(1994) 24 min. $19.95. Rosewood Publications, Inc. PPR. Color cover.

"You and I improve when we move like the animals move," kids sing in this amiable introduction to enhancing early motor skills, based on the movement awareness lessons of Dr. Moshe Feldenkrais. Writer/director Stephen Rosenholtz and a few other adults demonstrate the movements of a bear, cat, frog, and alligator to a group of kids, while singing a catchy song about each animal. Children are likely to appreciate the fun of slithering around like "Al" the alligator while singing such playful lyrics as "all day long I lie and wait, but at night I alligate." When the animals finish, the children point out some of the wonderful movements humans can make, such as walking on one's toes or heels, hopping, and skipping. A companion volume, *Monkey Moves*, which uses the same format is also available. A fun, nicely filmed musical exercise program for children 4-7. Recommended. (Available from most distributors.)

SCHOOL LIBRARY JOURNAL®
THE MAGAZINE OF CHILDREN'S, YOUNG ADULT & SCHOOL LIBRARIANS

OCTOBER 1994

Monkey Moves. videocassette. color. 25 min. Rosewood Publications. 1994. ISBN 0-9630979-8-9. $19.95.

PreS-Gr 4—Two boys and two girls of various ethnic backgrounds encounter an adult dressed like a monkey. The monkey teaches them a stretching exercise while lip-synching a calypso song. The children meet a woman dressed like a gibbon who teaches another movement piece to jazz. Then the youngsters meet three more animals who teach movement to dixieland, country and western, and blues. The studio set is enhanced with potted plants and fake rocks. The children are endearing. The musical accompaniment is excellent, as are the vocalists. The production is not slick but it is easy to follow, employing safe movement with abundant stretches. The moves are not difficult, mostly marching and walking on hands and feet, and can be used with a wide age-range and skill level. Adults won't mind hearing the songs repeated over several viewings because of the strong musicianship. Unfortunately, everyone lip-synchs, but children weaned on *Barney* are accustomed to that.—*Penny Peck, San Leandro Public Library, CA*

VIDEO BUSINESS
OCTOBER 14
1994

KIDVID

MOVE LIKE THE ANIMALS

Color, 24 min., VHS, $19.95
Available now
ROSEWOOD (800-223-7899)

With its companion tape, *Monkey Moves*, this video introduces children ages 3 to 8 to the basics of body awareness and motor-skills development by showing them how to emulate a few simple movements of favorite animals. Led by instructors costumed to suggest the creatures, a group of kids walk on their hands and feet like a bear, crawl on their stomachs like an alligator, and practice curling and rolling exercises like a cat. There are songs to sing and attractive visuals to engage kids' imaginations, while more-limber parents will no doubt want to join right in the fun.

—Catherine Catchpole

FAMILY FARE

Fight cabin fever with kid videos

By Cindy Cain
COPLEY NEWS SERVICE

As temperatures plummet this winter, cabin fever indexes will be rising.

Parents looking for something to keep their kids from climbing the walls might want to pop in the *Monkey Moves* and *Move Like The Animals* videos.

Stephen Rosenholtz, a former first grade teacher, designed the videos to help kids learn how to express themselves through movement.

A by-product of the videos is a good workout for the kids. Instead of doing jumping jacks, however, children are encouraged by animal characters to walk like a bear, speak like a gorilla, hop like a frog and more.

The sing-along songs feature music performed by jazz artists.

Children don't have to worry about doing the movement skills better than anyone else.

"They can just express themselves," said Rosenholtz, who is president of Rosewood Publications. "One person's cat is different from another's."

Kids have an inherent desire to move in a creative way. But then they go to school and learn to sit in a chair, stand in line and kick balls, Rosenholtz said.

"Children sit an enormous amount of time," he said. "As they get older they begin to lose the possibilities (for movement) just from sitting. Then they grow to be adults and the process goes on."

Jean Stapleton will portray "Mrs. Piggle-Wiggle" on a series of videocassettes to be released Dec. 26.

A "wow-wow" monkey shows children where to find bananas in a new kid's video called *Monkey Moves*.

The videos are designed to help kids learn how to be fit and creative at the same time. The videos also are designed to get parents crawling like caterpillars and rolling like baboons right alongside their kids.

"That's the ideal thing," Rosenholtz said. "It's a perfect rainy day or cold day activity."

Monkey Moves and *Move Like The Animals* (Rosewood Publications) are recommended for children ages 3-8, and cost $19.95 each. Call (800) 223-7899.

Once the kids are tuckered out, there are variety of new educational or entertainment videos that can amuse and delight your offspring:

■ *Shelley Duvall Presents Mrs. Piggle-Wiggle* (MCA/Universal Home Video) — Jean Stapleton portrays Mrs. Piggle-Wiggle, who lives in an upside-down house and is known for her cures for common childhood maladies such as talking back, selfishness and being "whispery-gossipy."

The cassettes feature celebrities such as Christopher Lloyd, Joan Cusack, Ed Begley Jr., Phyllis Diller and James Whitmore.

These videos will be released for purchase or rental on Dec. 26.

Three cassettes containing two episodes per cassette will be priced at $12.98. The feature-length rental version will contain five episodes on one cassette.

■ *I Can Build!* (Can Too! Tapes) — A 25-minute, live action video that shows a family working together to build a dream playhouse. Recommended for ages 2-8. Video and activity guide retail for $19.95. (800) 945-1002.

■ *What Do You Want To Be When You Grow Up?* (Big Kids Productions) — *Heavy Equipment Operators* and *Railroaders* are the first two entries in this series. The 30-minute, live-action videos cost $15.95 each and feature real workers. Recommended for children ages 3 and up. (800) 477-7811.

■ *I Love Toy Trains* (TM Books/Video) — Series of three videos. Thirty minutes of live action on each video, featuring real and toy trains combined with humor, a circus, kid songs, fireworks, animals and a rocket to the moon.

Each costs $14.95 and is recommended for ages 2-7. (800) 892-2822.

The video that combines movement education with physical fitness.

Sacramento Bee
Nov. 26, 1994

Monet to music: A kid-vid library for the holidays

By John Hartl
Seattle Times

The holiday kid-vid market is in full swing, with a wide range of child-oriented material, including sing-along tapes, art-appreciation cassettes and new versions of classic and not-so-classic stories. Here's a roundup.

Move Like the Animals and **Monkey Moves** (Rosewood Publications, $20 apiece). 25-minute musical exercise videos aimed at children 3 to 8. Information: (415) 343-7288.

Linnea in Monet's Garden (First-Run Features, $20). A little girl explores the life of impressionist painter Claude Monet. Information: (212) 647-1850.

Kids Make Music (Bogner Entertainment, $15). Music expert Lynn Kleiner takes children through 16 original and traditional songs arranged for percussion instruments. Aimed at children ages 2 to 6. Information: (310) 473-0139.

Cowboys . . . on the Job (On the Job Productions, $20). Half-hour sample of cowboy chores on a modern ranch, with songs performed by Riders in the Sky. Information: (800) 342-6926.

Candles, Snow and Mistletoe (Drive Entertainment, $15). A magical train carries Nickelodeon stars Sharon, Lois and Bram home for the holidays. Information: (310) 854-5910.

Teddy Bear Blues (KID-VID, $20). Produced in Israel, this tape features traditional nursery rhymes set to music. Information: (715) 836-9309.

The Yearling (Cabin Fever Entertainment, $20). Made-for-TV remake of the Marjorie Kinnan Rawlings classic. Information: (203) 863-5200.

I Love Toy Trains (TM Books Video, $15 apiece). Three half-hour tapes about miniature trains. Available in train and hobby stores. Information: (219) 879-2822.

The Emperor's Nightingale (World Artists Home Video, $25). Feature-length 1951 animated version of the Hans Christian Andersen tale, narrated by Boris Karloff. Information: (213) 933-7057.

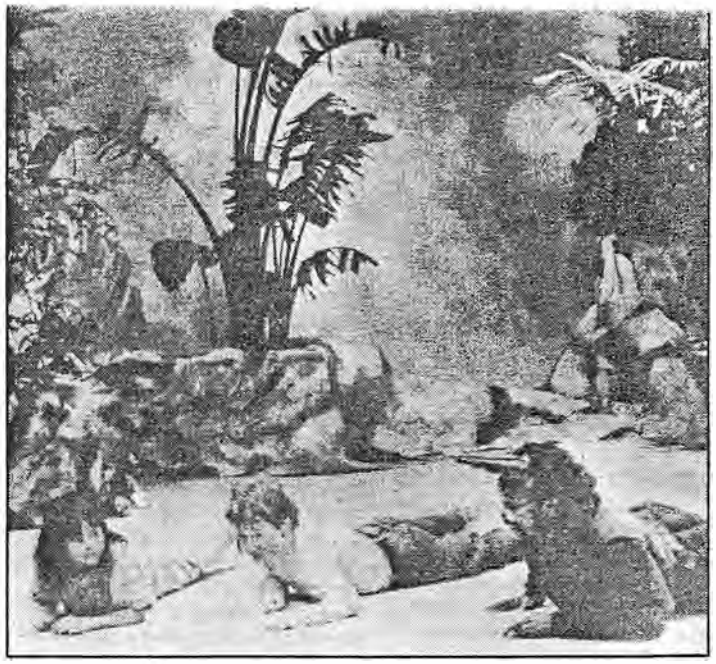
Ready for Take-Off (Watchin' TV Inc., $20). How planes fly, for children from 6 to 12. Information: (215) 493-4404.

I Dig Fossils (Mazon Productions, $20). Sam Saletta of the new "Little Rascals" movie goes on a fossil hunt with his father. Information: (708) 272-2824.

Sign Songs (Aylmer Press, $20). Designed for both hearing and hard-of-hearing children, features songs written and performed by Ken Lonnquist and John Kinstler, a former member of the National Theatre of the Deaf. Information: (800) 541-9904.

Little Women (CBS Fox Video, $20). BBC adaptation of the Louisa May Alcott novel, remade as a Christmas theatrical release starring Susan Sarandon and Winona Ryder. Information: (212) 373-1800.

San Francisco Examiner
July 26, 1994



Laurie Anderson, *left, Ben Pither and J.D. Michaels slither to a song about alligators in "Move Like the Animals."*

Kids learn to use animal instincts

By Annie Nakao
OF THE EXAMINER STAFF

IF STEPHEN Rosenholtz had his way, every kid would be hopping like frogs, lumbering like bears and swinging like monkeys.

A Burlingame-based former schoolteacher specializing in movement education, Rosenholtz has recently produced two children's videotapes that will get kids to act out their imaginations while learning to move their bodies.

The live-action tapes, titled "Monkey Moves" and "Move Like the Animals," feature real kids, cleverly costumed actors and catchy music that gets kids "out of the chair and onto the floor," Rosenholtz said.

The aim, he says, is to get kids ages 3 through 8 to have fun while developing important motor-development skills, including balance, coordination and sequencing.

"A lot of children actually don't have the motor skills experience they need," said Rosenholtz. "Preschool kids move around a lot but once they begin school, their range is limited by sitting. They just don't have the repertoire of movements."

Rosenholtz, who holds a doctorate in education, trained under the late Moshe Feldenkrais, a Russian-born physicist and educator who believed movement was intricately linked to the intellect and learning.

Using actors like J.D. Michaels of San Francisco's "Beach Blanket Babylon" and the music of several jazz artists, the tapes are engagingly simple.

In "Move Like the Animals," the kids learn how to move like a bear, an alligator, a cat and a frog. The Bear's Song, for example, develops four-points balance and stability by having the youngsters walk on all fours, roll on their backs, then return to all fours.

The Frog's Song teaches them to use arms and legs together, as well as jumping and landing softly.

In "Monkey Moves," one sequence shows the kids how to use the diaphragm to make the powerful sound of a gorilla.

Children are also inspired to think up their own routines.

"They devise variations and end up teaching other members of their families," Rosenholtz said. "It's wonderful for self-esteem."

The tapes will be available at Bay Area books stores and children's toy stores on Aug. 1. They can also be ordered through Rosewood Publications Inc. in San Mateo.

FORWARD

Published at New York City

December 16, 1994

The Newest Aerobics Craze

Feldenkrais Method Has Kids Going Zooey

FORWARD STAFF

In recent years, as Richard, Jane, Jack, Suzanne and hundreds of fitness stars have captured every segment of the ever-widening at-home aerobics market, one slice of the American population seems to have escaped unmoved. The under-10 set, still decidely old-fashioned, seem content to rely on such antiquated forms of staying fit as running, jumping, climbing, biking and growing. Until now.

"Monkey Moves" and "Move Like the Animals," produced by Stephen Rosenholtz, are two award-winning "musical exercise programs for children aged three to eight." Based on the movement awareness lessons of Israeli scientist and educator Moshe Feldenkrais, each of the 25-minute live-action videos is designed to "link children's interest in their own movements with developing new motor skills, songs and language ability." To that end, a culturally mixed group of children sing along to tunes performed by jazz artists Paul McCandless, Larry Grennadier and Mark Walker as they follow "The Bear's Song," moving from all fours to rolling on the back, thus developing "four points balance and stability." In "The Alligator's Rap," young viewers "explore contralateral connections arm and opposite leg while creeping on the stomach."

'Move Like the Animals' and 'Monkey Moves' are musical exercise programs for children.

Why should kids need all the 25 cent words and a $19.95 video to learn what has always been absorbed for free on the playground and in the woods? "'Move like the Animals' " is not exactly an exercise video," Mr. Rosenhaltz explains. "I'm interested in developing their imaginations in terms of movement, stability coordination and self expression."

The videos also provide a means for children and family to relate together. "It's interesting," says Mr. Rosenholtz, "here children are the teachers, because they're more flexible and they take more readily to the type of play that's involved."

"Monkey Moves" just won the Parents Choice Silver Honors Award, and "Move Like the Animals" is the gold medal winner of National Parenting Publications of America. Mr. Feldenkrais is a movement guru whose most famous disciple was David Ben Gurion. In the 1950s, Mr. Feldenkrais helped the first president of Israel to realize a lifelong dream: to stand on his head, which he did on the beaches of Tel Aviv before the world press, though Indira Gandhi told Ben Gurion that at 70 he was too old to learn to perform such a feat.

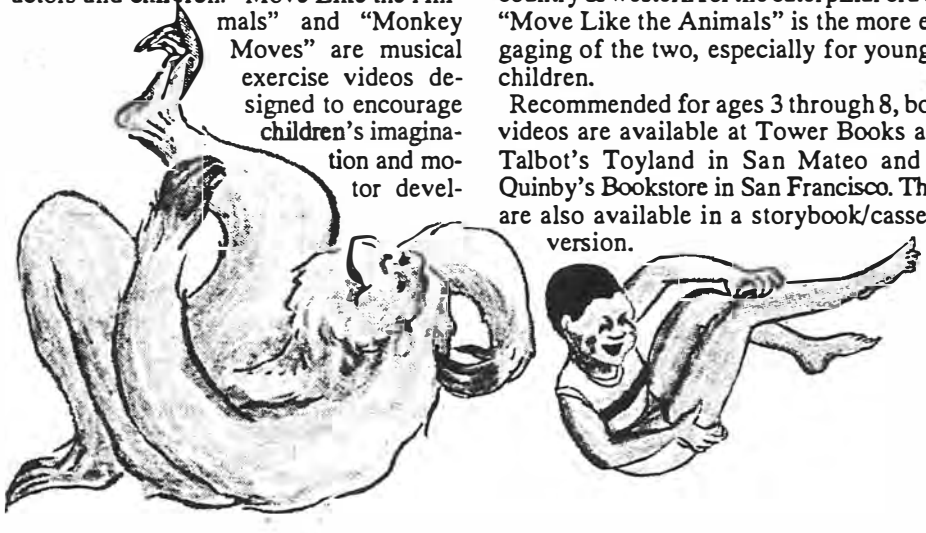
To order "Monkey Moves" or "Move Like the Animals" call: 800-223-7899.

San Francisco • Peninsula parent september 1994

Move Like The Animals is Interactive Message of New Videos for Kids

If you've been to a video store lately, you have no doubt noticed the abundance of children's videos available: Barney, Spot, Disney and Sesame Street are only a few of the offerings that appeal to young viewers. Most are good investments, since children usually watch them over and over. The only other special-interest category that rivals children's videos in sales is exercise videos, yet surprisingly, few videos have combined the two. And as charming as Spot and most of the current children's videos may be, for the most part they involve only passive viewing.

Getting children to actively participate is the emphasis and best part of two new videos by a local producer featuring Bay Area actors and children. "Move Like the Animals" and "Monkey Moves" are musical exercise videos designed to encourage children's imagination and motor development by getting them to crawl like an alligator, walk like a bear and roll like a baboon. "Children love to imitate animals and here, set to lively songs, they perform exercises that develop balance, coordination and other skills," says Stephen Rosenholtz, Ph.D, president of San Mateo-based Rosewood Publications, Inc., which produced the videos.



Although both videos have their weak points (the costumes are obscure, leading one 3-year-old critic to ask "Is that supposed to be a monkey?"), the music, performed by internationally acclaimed jazz artists Paul McCandless, Larry Grenadier and Mark Walker, is first-rate—ranging from island music for the alligator rap to country & western for the caterpillar crawl. "Move Like the Animals" is the more engaging of the two, especially for younger children.

Recommended for ages 3 through 8, both videos are available at Tower Books and Talbot's Toyland in San Mateo and at Quinby's Bookstore in San Francisco. They are also available in a storybook/cassette version.

Billboard
JULY 9, 1994

CHILDREN'S

"Move Like The Animals," Rosewood Publications Inc. (415-343-7288), approximately 30 minutes, $19.95.

Unique kiddie-cise video that takes its cue from animal movements requires a lot of imagination. Good thing its target preschool audience has loads of it on hand. A small group of children try a variety of twists, turns, jumps, and stretches as different costumed friends show up disguised as a cat, frog, alligator, fox, and other creatures. The idea behind the program—to give kids a forum in which to build motor coordination, self-awareness, self-expression, and other skills—is a good one. The songs accompanying each segment are nothing to write home about, but they are fun and keep the program moving at a brisk, kid-friendly clip. For additional animal magnetism, Rosewood offers companion video "Move Like Monkeys."

YogaJournal
SEPTEMBER/OCTOBER 1994

Monkey Moves

With Stephen Rosenholtz
(Rosewood Publications, 2075 Pioneer Ct., San Mateo, CA 94403; [800] 223–7899. 23 minutes, with a 32-page storybook illustrated by Yoshiko Fujita, $14.95 plus $3.00 shipping. Calif. residents add sales tax.)

Stephen Rosenholtz holds a Ph.D. in education and teaches the movement awareness techniques first developed by Moshe Feldenkrais. This tape is based on those techniques and is described as a musical "developmental movement program" for children aged 3 to 8 years. The program includes five original songs which, along with the 32-page storybook, link movement to reading, singing, and imaginative play. In each song, the child is asked to assume the role of a different kind of monkey (technically the primates represented on the tape are mostly apes, not monkeys)—except when the caterpillar takes center stage. The musical styles range from Caribbean to country western to rap.

After an all-over "scratch" as a warmup, the song-lessons cover balance and the basic crawling movement, a grunting diaphragm exercise, a caterpillar-like creep that sequentially activates and integrates the legs, pelvis, and spine, and some simple leg stretches and hip openers. This tape is a barrel of fun, appropriate for both individual and group activity with adult supervision. It teaches some very fundamental movement patterns that should help kids inhabit their bodies with more awareness and joy throughout their lives.

CHILDREN'S VIDEO REVIEW NEWSLETTER

Vol. 8, No. 2 | August Septemeber 1994 Newsletter | June/July 1994 New Releases

MONKEY MOVES and MOVE LIKE THE ANIMALS.

Two exercise videos designed to stimulate interest in animals while developing motor coordination, self expression and musical appreciation, they are based on the Feldenkrais movement method adapted for 4-9 year old children. Fun to do, without risking harm (except for very young) the songs, animal characters, and performers are easy to watch and follow. The representational animal movements are done sitting on floor, lying prone, squatting, and standing upright. The animal instructors are adults in appropriate costumes and masks, and various musical styles accompany the exercises done by 4 intercultural kids (2 girls, 2 boys) in both videos; the lyrics are amusingly descriptive. Note: need to check with child's physician before doing these exercises — and warning not to exert oneself while doing them. In MONKEY MOVES, the instructors are Albert Ape, who perfects scratching body parts; Wow Wow, a gibbon monkey known for great balance; George, the gorilla teaches how to walk like him, pound chest and speak; Pokey the caterpillar teaches creeping; Bill the baboon instructs them in slow baboon movement. In MOVE LIKE THE ANIMALS, Oso the bear teaches how to wag tail, sniff for food, walk, slide, sit and rest. Alligator Al has them move on floor, one leg lifted at a time, looking all around, then crawling on tummy. Katy the cat shows them how to lie on side, curl up like a ball, roll over, and stretch. Frankie the Frog shows them squatting, leaning on hands and feet, push with toes and leap. For finale, kids teach the animals to move on two legs.

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Rosewood Publications, Inc. 2075 Pioneer Ct, San Mateo Ca 94403. 800-223-7899; FAX: 415-343-3346. 1994. Color. Live. 25 mins. each, $19.95 each, includes noncommercial public performance rights.

Chicago Parent
December
Volume 11, No.12

Singalong/Activity

"Move Like the Animals" is a new kind of exercise/music tape, full of moves that practice balance, coordination and motor skills. Taking their cues from characters like Al the Gator and Frankie the Frog, kids learn to stretch their minds and muscles, all to music that's a quantum leap from cloying "kiddie songs." (Rosewood Productions Inc.; 25 min.; $19.95; 1-800/223-7899; ages 5 to 8.)

Volume Two/No. 3
June '95
HOME GYM AND
Fitness.

Videos for Kids

Parents who fret whether their children will choose the TV over physical activity should consider two ingenious videos that combine both pastimes. "Move Like the Animals" and "Monkey Moves," two offerings from San Mateo, Calif.-based Rosewood Publications, encourage kids to mimic animal motions. The result is a challenging balance and agility program that kids can enjoy, thanks to interesting sets and clever music, some of it sung and acted by noted jazz artists. The videos feature four children who follow their animal leaders around a jungle-like set, imitating the actions of bears, baboons, caterpillars, and other creatures. The videos ($19.95 each) are intended for children ages three through eight.

familylife
MARCH/APRIL 1996

Video

What's Jumpin' in Kids' Fitness Videos

by Laura Flynn McCarthy

I know what you're going to say—when it comes to children exercising, kids should get their hearts racing outside, not in the living room, watching a video. And I agree. Exercise videos are no substitute for good old-fashioned play. But for those times (rainy afternoons, maybe) when your children can't be outdoors and their energy should be, try one of these fitness videos produced especially for young people.

Move Like The Animals

This video plays on children's natural delight at being able to imitate the animals they see all around them. Two girls and two boys are led through exercises by Oso the bear, Alligator Al, Katie the Cat and Frankie the Frog with lively, original music and easy-to-follow instructions. Then, because turnaround is fair play, the children get to teach the animals how to move like children by walking around on their toes and heels, skipping and hopping. *$19.95*